AMENDMENTS TO THE CLAIMS

Listing Of Claims:

1. - 6.   (Canceled)

7.   (Currently amended) A method of improving customer loyalty via **real time** generation and provision **to a customer** of a customer incentive report remote from a point of sale, said method comprising:

utilizing a computer to execute a plurality of steps, the steps comprising:

   selecting a product information related to a product;

   storing a purchase information related to the purchase of the product by a customer;

   storing a customer information related to the customer, the customer information associating the customer with the purchase;

   storing a promotion information related to a promotion of the product, the promotion being independent of the customer information, wherein the promotion information includes both current and future promotional incentives;

   determining an intersection of the promotion information, the purchase information, and the customer information and storing the intersection in a database as the customer incentive report;

   wherein the database comprises a first table containing the product information, a second table comprising the purchase information, and a third table comprising the promotion information and a reference to a row of at least one other table in the database; and,

   following the determining step:

fashioning the second table responsive to an item identifier attribute of the first table; and

picking at least one row from the first table or the second table; and,

   receiving an identifier comprising at least a portion of the first table; and

   fashioning the third table with the identifier.

8.   (Canceled)

9.   (Currently amended) The method of ~~claim 8~~ claim 7 wherein the delivery step comprises delivery of a computer-readable copy of the customer incentive report to the ~~corresponding user~~ customer.

10.   (Currently amended) The method of ~~claim 8~~ claim 7 wherein the delivery step comprises delivery of a printed copy of the customer incentive report to the ~~corresponding user~~ customer.

11. – 15. (Canceled)

16.   (New)   The method of claim 9 wherein the computer-readable copy of the customer incentive report includes current incentive offers, future incentive offers, or a combination thereof.

17.   (New) The method of claim 16 wherein the offers disclose pricing information.

18.   (New) The method of claim 16 wherein the offers disclose wellbeing information.

19.   (New) The method of claim 18 wherein the wellbeing information comprises nutritional information, caloric information, cholesterol information, or combinations thereof.

20.   (New) The method of claim 10 wherein the printed copy of the customer incentive report includes current incentive offers, future incentive offers, or a combination thereof.

21.   (New) The method of claim 20 wherein the offers disclose pricing information.

22.   (New) The method of claim 20 wherein the offers disclose wellbeing information.

23.   (New) The method of claim 22 wherein the wellbeing information comprises nutritional information, caloric information, cholesterol information, or combinations thereof.

24.   (New) The method of claim 9 wherein the computer-readable copy of the customer incentive report includes customer loyalty program information.

25.   (New) The method of claim 10 wherein the printed copy of the customer incentive report includes customer loyalty program information.

26.   (New) The method of claim 7 wherein the product information comprises pricing information.

27.   (New) The method of claim 7 wherein the product information comprises wellbeing information.

28.   (New) The method of claim 27 wherein the wellbeing information comprises nutritional information, caloric information, cholesterol information, or combinations thereof.

29.   (New) The method of claim 7 wherein the purchase information comprises information concerning product purchases organized by calendar events.

30.   (New) The method of claim 7 wherein the customer is associated with a customer account.

31.   (New) The method of claim 30 wherein at least one distinct customer comprises the customer account.

32.   (New) The method of claim 30 wherein the customer account is accessed via input of a machine readable identifier.